

Having thus described the invention, it is claimed:

1. A holder for an electronic price label, said holder comprising:
a channel member defined by a base wall and first and second spaced-apart side walls that project outwardly from opposite ends of said base wall with respective first and second inner faces arranged for selectively accommodating an associated electronic price label, said base wall including a front face having a strip of resilient material projecting outwardly therefrom.
2. The holder as set forth in claim 1, further comprising a connector mounted to a back face of said channel member, said connector comprising a clip member adapted to receive and retain therein a projecting portion of an associated retail shelf.
3. The holder as set forth in claim 2, wherein said connector further comprises a back wall, a first connecting arm and a second connecting arm, said first arm having a first end connected to said base wall of said channel member and a second end connected to said back wall whereby said first arm is positioned between said back wall and said channel member, said second arm having a first end connected to said base wall of said channel member and a second end connected to said back wall whereby said second arm is positioned between said back wall and said channel member.
4. The holder as set forth in claim 3, wherein said first arm further comprises a first segment projecting rearwardly from said base wall and a second segment

extending upwardly from said first segment to said top wall whereby said first segment and said second segment are substantially perpendicular to each other.

5. The holder as set forth in claim 1, further comprising a connector mounted to a back face of said channel member, said connector comprising a first connecting arm and a second connecting arm, said first arm having a first end connected to said base wall and a second end, said second arm having a first end connected to said base wall and a second end.

6. The holder as set forth in claim 5, further comprising a first leg extending away from said first arm and a second leg extending away from said second arm.

7. A holder for an electronic price label, said holder comprising:
a channel member defined by a base wall and first and second spaced-apart side walls that project outwardly from opposite ends of said base wall with respective first and second inner faces arranged for selectively accommodating an associated electronic price label, said base wall including a rear face;

a mounting portion connected to said base wall rear face, said mounting portion comprising:

a clip member adapted to receive and retain therein a projecting portion of a mounting wall of an associated retail shelf,

a first connecting arm, and

a second connecting arm, said first arm having a first end connected to said base wall and a second end connected to said top wall, said second arm having a first end connected to said base wall and a second end connected to said clip.

8. The holder as set forth in claim 7, wherein said clip further comprises an upper member and a lower member, said lower member extending rearwardly from said second end of said second arm.

9. The holder as set forth in claim 8, wherein said lower member is connected to said upper member at a bend, said upper member further comprising an S-shaped cross sectional shape including a first segment projecting rearwardly and upwardly from said bend of said lower member.

10. The holder as set forth in claim 8, wherein said top wall further comprises an L-shaped first segment and a second segment extending therefrom, said second segment extending rearwardly parallel to said lower member.

11. The holder as set forth in claim 7, further comprising a transparent lens selectively positioned in covering relation with said base wall of said channel, said lens including a viewing wall, and first and second side walls projecting outwardly from said viewing wall, said first and second side walls of said lens each define a projection adapted for selective receipt in open slots adjacent said base wall.

12. The holder as set forth in claim 11, wherein said lens comprises a living hinge along said first side wall of said lens whereby said viewing wall adapted for movement between an open position, wherein said viewing wall extends away from said base wall of said channel member, and a closed position, wherein said viewing wall is placed in covering spaced relation with said channel member.

13. The holder as set forth in claim 11, wherein said second side wall projection further comprises an upwardly projecting resilient finger defining a selectively closed slot for insertion of printed material.

14. A holder for an electronic price label, said holder comprising:
a channel member defined by a base wall and first and second spaced-apart side walls that project outwardly from opposite ends of said base wall with respective first and second inner faces arranged for selectively accommodating an associated electronic price label;

a clip connected to said channel member, said clip defining a somewhat C-shaped body and including a bottom wall, a back wall , and a top wall, said walls being interconnected with each other and adapted to receive and retain therein a projecting portion of an associated retail shelf.

15. The holder as set forth in claim 14, wherein said base wall includes a front face having a strip of resilient material projecting outwardly therefrom.

16. The holder as set forth in claim 14, wherein said clip further comprises a first arm and a second arm, said first arm having a first end connected to said base wall, a second end connected to said clip, said second arm having a first end connected to said base wall and a second end connected to said clip.

17. The holder as set forth in claim 14, wherein said clip further comprises a back wall, a first arm and a second arm, said first arm having a first end connected to said base wall, and a second end connected to said back wall, said second arm having a first end connected to said base wall and a second end connected to said back wall.

18. A holder for an electronic price label, said holder comprising:
a channel member defined by a base wall and first and second spaced-apart side walls that project outwardly from opposite ends of said base wall with respective first and second inner faces wherein said first and second inner faces are arranged in opposed facing relation with each other for selectively accommodating an associated electronic price label; and,

a hinge located in said base wall to define a first portion of said base wall and a second portion of said base wall, wherein said base wall in a first position defines a convex cross-sectional shape and in a second position defines a planar cross-sectional shape.

19. The holder as set forth in claim 18, further comprising a top retainer and a bottom retainer connected to said channel member, said top retainer including a top connecting arm having a first end connected to said top retainer and a second end

connected to said base wall, said bottom retainer including a bottom connecting arm having a first end connected to said bottom retainer and a second end connected to said base wall.

20. The holder as set forth in claim 19, wherein said top retainer further includes an upward extending top leg and said bottom retainer further includes a downward extending bottom leg, said top leg having a first end connected to said top arm and a second end adapted to be received by a first side wall of an associated retail shelf, said bottom leg having a first end connected to said bottom arm and a second end adapted to be received by a second side wall of an associated retail shelf.

21. A holder for an electronic price label, said holder comprising:
a channel member defined by a base wall and first and second spaced-apart side walls that project outwardly from opposite ends of said base wall with respective first and second inner faces arranged in opposed facing relation with each other so that said base wall and said first and second side walls define a recess with a somewhat C-shaped cross-section; and,

a first clip connected to said channel member, said first clip comprising a first clip member and a first connecting arm having a first end connected to said first clip member and a second end connected to said channel member;

a second clip comprising a second clip member and a second connecting arm having a first end connected to said second clip member and a second end connected to said channel member, said clips together being adapted to receive and retain therein spaced apart sections of an associated retail shelf.

22. The holder as set forth in claim 21, wherein said base wall includes a front face having a strip of resilient material projecting outwardly therefrom.

23. The holder as set forth in claim 21, wherein said second arm extends rearwardly perpendicular to said base wall.

24. The holder as set forth in claim 21, wherein said first arm includes a portion extending rearwardly perpendicular to said base wall.